

Sub 1  
C1  
7 a triggering agent to discern the user information obtained by the collecting agent and  
8 determine the user information; and  
9 a program running on the content provider, the program organizes the user  
10 information and updates a user specific database.

C2  
Sub 2  
3  
1 3. (Twice Amended) The advertising system of claim 1 further comprising a  
2 baseline user profile including the hardware profile which is updated by the program running  
3 on the [contact] content provider.

C3  
Sub 3  
7  
1 7 (Twice Amended) A method of communicating advertising information  
2 comprising the operations of:  
3 creating a user profile;  
4 transmitting an ad banner from a content provider to a target computer;  
5 collecting user information at the target computer including data for a hardware  
6 profile;  
7 determining whether the user information is significant;  
8 transmitting the user information from the target computer to the content provider;  
9 filtering the user information to create relevant data;  
10 arranging the relevant data to create a modified user specific database; and  
11 generating a second user ad banner corresponding to the modified user specific  
12 database.

C4  
Sub 4  
14  
1 14. (Twice Amended) A content provider for providing advertising content over a  
2 network comprising:  
3 a plurality of user profiles, each user profile in the plurality of user profiles including  
4 user data corresponding to a target computer account;  
5 a collecting agent to collect the user data;

6 a triggering agent to discern the user data collected by the collecting agent and  
7 determine whether the collected user data is significant;  
8 a munging agent which updates each user profiles based on the user data [transmitted  
9 from an] collected by the collecting agent;  
10 a rule set associated with each user profile including rules generated from the user  
11 data; and  
12 a rulebook including condition-action pairs which selects data to be transmitted from  
13 an advertising content database using the rule set.

1 15. (Twice Amended) A target computer to receive advertising content [An  
2 advertising system] comprising:  
3 [a content provider which generates a means for advertising;  
4 a target computer which receives the means for advertising;]  
5 a collecting agent to obtain [means for obtaining] user information including  
6 hardware data for a hardware profile and software data for a software profile[, and  
7 transmitting the user information to the content provider, the means for obtaining user  
8 information transmitted from the content provider to the target computer]; and  
9 a triggering agent to discern the user information obtained by the collecting agent and  
10 determine the user information [a means for organizing the user information and upgrading a  
11 user specific database].